REMARKS

Claims 1-3, 5-18, 20 and 22-31 are pending. Applicant has amended independent Claims 1, 2, 3, 18 and 25 for clarification.

Claim 22 is objected to because of informalities. Applicant has amended Claim 22 such that Claim 22 depends from Claim 18.

Claims 18, 20, 22-31 stand rejected under 35 U.S.C. §103(a) as being unpatentable over U.S. Patent No. 6,486,920 to Arai et al. ("Arai") in view of U.S. Patent Application Publication No. 2005/0047752 to Wood et al. ("Wood"), and further in view of U.S. Patent Application Publication No. 2003/0159145 to Kaltz.

Claims 1-3 and 5-17 stand rejected under 35 U.S.C. §103(a) as being unpatentable over Arai in view of Wood, further in view of U.S. Patent Application Publication No. 2003/0093792 to Labeeb et al. ("Labeeb"), and further in view of Kaltz.

Applicant respectfully traverses the rejections under §103 for at least the reasons described herein.

Section 103 Rejections

Amended Claim 1 recites a method of presenting channel content in a distributed network having a client device and a server device, the method comprising:

> evaluating tagged content, ***wherein each content has a respective tag associated therewith and wherein each tag comprises content type information, content title information, viewer age information, viewer gender information, viewer income information, viewer location information, and content rating information;***
>
> implementing a user profile comprising user selected criteria, wherein the user profile comprises a stored data structure identifying content preferences in user-assigned order, and wherein the user selected criteria comprises at least one content rating to exclude;
>
> creating a personalized channel at the client device, wherein the personalized channel comprises content from two or more predetermined channels, wherein the personalized channel is automatically created through use of the user profile, wherein conflict is resolved when content from the two or more predetermined channels match the user profile and occur at the same time by selecting content from one of the two or more predetermined channels that matches a highest order preference in the user profile, and wherein the personalized channel excludes content based on the at least one content rating in the user profile; and
>
> displaying the content on the personalized channel.

Support for the amendment to Claim 1 can be found in paragraphs [0089] - [0091] and Fig. 5 of U.S. Patent Application Publication No. 2004/0261096, which was incorporated by reference in the present application on page 7, lines 2-5.

The primary reference, Arai, describes a receiving apparatus comprising a program information storing section for storing program information including program name, program start time and channel discriminating information, a program information search section for searching the program information stored in the program information storing section according to designated search conditions and for producing personalized program information resulting from the search, and a program guide display section for displaying a program guide including a personal channel including the personalized program information. (col. 2, lines 12-24). Arai also describes a system capable of searching programs according to a user's preference, and producing and displaying a "my channel" consisting of programs fulfilling the search conditions (e.g., fee) given from the user. (col. 8, lines 45-49).

Arai does not describe or suggest evaluating tagged content and wherein each tag comprises content type information, content title information, viewer age information, viewer gender information, viewer income information, viewer location information, and content rating information. In fact, Arai does not include any viewer information in program information. The secondary references, Wood and Kaltz, fail to overcome the deficiencies of Arai. In the criteria database of Wood, a user can specify criteria for recording shows including a show title, a keyword such as actor or director name or text from a description of the show, a show class (such as action, mystery, childrens, etc.) and rating information (both parental control and quality ratings). (Wood, para [0042]). However, Wood does not describe a tag associated with content that includes content type information, content title information, viewer age information, viewer gender information, viewer income information, viewer location information, and content rating information.

Similarly, Kaltz describes attribute content for content, such as television programs, that includes genre, title, actors' names, sports teams, and a plot summary. (Kaltz, para [0021]). However, Kaltz does not describe a tag associated with content that includes content type information, content title information, viewer age information, viewer gender information, viewer income information, viewer location information, and content rating information. Labeeb describes a method for displaying a TV program to a viewer, comprising receiving a plurality of TV programs, allowing the viewer to select one of the

plurality of received TV programs for viewing, and responding to the viewer selection by controlling the programming displayed to the viewer in accordance with the viewer selection and with previously determined viewing preferences of the viewer. However, Labeeb does not describe a tag associated with content that includes content type information, content title information, viewer age information, viewer gender information, viewer income information, viewer location information, and content rating information.

As such, independent Claim 1 is not rendered obvious by the combination of Arai, Wood, Labeeb, and Kaltz. Applicant respectfully asserts that the rejection of independent Claim 1 under 35 U.S.C. §103 is overcome. Additionally, Applicant submits that dependent Claims 2, 3 and 5-17 are patentable at least by virtue of the patentability of independent Claim 1, from which they depend and respectfully request the allowance thereof.

Amended Claim 18 recites a method of displaying a programming guide of channel content in a distributed network having a client device and a server device, the method comprising:

> receiving content tag information prior to receiving associated content, ***wherein the content tag information comprises content type, content title, viewer age information, viewer gender information, viewer income information, viewer location information, and content rating information***;
>
> evaluating tag information, wherein evaluating tag information comprises implementing a user profile comprising a stored profile of preferences in user-assigned order, and wherein the stored profile of preferences comprises user selected criteria comprising at least one content rating to exclude; and
>
> displaying a personalized programming guide at the client device, wherein the personalized programming guide displays a preferred subset of available content, wherein the preferred subset is based on the user profile, wherein the personalized programming guide displays at least one personalized channel having content from two or more predetermined channels, wherein conflict is resolved between content from the two or more predetermined channels that match the user profile and occur at the same time by selecting content from one of the two or more predetermined channels that matches a highest order preference in the user profile, and wherein the personalized programming guide excludes content based on the at least one content rating in the user profile.

For at least the same reasons described above with respect to independent Claim 1, Applicant respectfully asserts that independent Claim 18, and all claims depending therefrom, are not rendered obvious by the combination of Arai, Wood, and Kaltz.

Amended Claim 25 recites a system for displaying personalized channel information comprising:

a receive module that receives tag information, wherein the tag information is associated with content that may be viewed by a user of the system, ***wherein the tag information is included within a plurality of fields including a content type field, a content title field, a viewer age field, a viewer gender field, a viewer income field, a viewer location field, and a content rating field***;

an analysis module that analyzes the tag information contained within the plurality of fields and modifies the display of the tag information, the analysis module being configured to implement a user profile of preferences in user-assigned order, and comprising user selected criteria comprising at least one content rating to exclude;

a display module for displaying the modified tag information; and

a profile interface module that accesses the user profile and provides tag information to the analysis module, the analysis module using the profile tag information in selecting content to add to the personalized channel from two or more predetermined channels, wherein conflict is resolved between content from the two or more predetermined channels that match the user profile and occur at the same time by selecting content from one of the two or more predetermined channels that matches a highest order preference in the user profile, and excluding content comprising the at least one content rating to exclude.

Arai does not describe or suggest tag information that is included within a plurality of fields including a content type field, a content title field, a viewer age field, a viewer gender field, a viewer income field, a viewer location field, and a content rating field. In fact, Arai does not include any viewer information in program information. The secondary references, Wood and Kaltz, fail to overcome the deficiencies of Arai. Neither Wood nor Kaltz describe or suggest tag information that is included within a plurality of fields including a content type field, a content title field, a viewer age field, a viewer gender field, a viewer income field, a viewer location field, and a content rating field. As such, Applicant respectfully asserts that independent Claim 25, and all claims depending therefrom, are not rendered obvious by the combination of Arai, Wood, and Kaltz.

Various Dependent Claims are Separately Patentable

The dependent claims are patentable at least per the patentability of the independent claims from which they depend. Moreover, many of the dependent claims are separately patentable.

For example, dependent Claim 2 recites "parsing the tagged content to evaluate the information contained within each tag; and wherein the act of creating a personalized channel comprises repackaging content into the personalized channel." The recitations of Claim 2 are

simply not described or suggested by Arai, Wood, Labeeb, and Kaltz, alone or in combination. Accordingly, Claim 2 is separately patentable.

Dependent Claim 3 recites "parsing the tagged content to evaluate the information contained within each tag; and wherein the act of creating a personalized channel comprises automatically redirecting selected content to the user." The recitations of Claim 3 are simply not described or suggested by Arai, Wood, Labeeb, and Kaltz, alone or in combination. Accordingly, Claim 3 is separately patentable.

Dependent Claim 26 recites "the modified tag information displayed is an abbreviated programming guide." The recitations of Claim 26 are simply not described or suggested by Arai, Wood, and Kaltz, alone or in combination. Accordingly, Claim 26 is separately patentable.

Dependent Claim 28 recites "a user input/output module that receives personalized channel content selections to be added to the personalized channel, wherein the analysis module adds the selected content to the personalized channel." The recitations of Claim 28 are simply not described or suggested by Arai, Wood, and Kaltz, alone or in combination. Accordingly, Claim 28 is separately patentable.

Dependent Claim 29 recites "a profile interface module that accesses the user profile and provides tag information to the analysis module, the analysis module uses the profile tag information in selecting content to add to the personalized channel." The recitations of Claim 29 are simply not described or suggested by Arai, Wood, and Kaltz, alone or in combination. Accordingly, Claim 29 is separately patentable.

Dependent Claim 30 recites "the modified tag information comprises a personalized channel of content." The recitations of Claim 30 are simply not described or suggested by Arai, Wood, and Kaltz, alone or in combination. Accordingly, Claim 30 is separately patentable.

Dependent Claim 31 recites "a user input/output module that receives personalized channel content selections to be added to the personalized channel, wherein the analysis module adds the selected content to the personalized channel." The recitations of Claim 31 are simply not described or suggested by Arai, Wood, and Kaltz, alone or in combination. Accordingly, Claim 31 is separately patentable.

CONCLUSION

In view of the above, it is respectfully submitted that this application is in condition for allowance, which action is respectfully requested.

Respectfully submitted,

Needham J. Boddie, II
Registration No. 40,519
Attorney for Applicant

Customer Number 39072
Myers Bigel Sibley & Sajovec, P.A.
P.O. Box 37428
Raleigh, NC 27627
919-854-1400
919-854-1401 (Fax)
Doc. No. 783813

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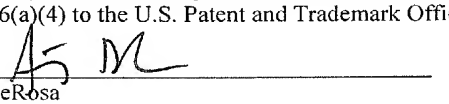

Anthony DeRosa